

# 2007 SIOC Award Winners — Summary

## **PUBLIC INFORMATION OFFICER OF THE YEAR**

**Margot Bach**

### **California Department of Corrections and Rehabilitation**

Margot Shinnamon Bach, a supervising public information officer (PIO) with the California Department of Corrections and Rehabilitation (CDCR), was named statewide “PIO of the Year” at the May 10, 2007 State Information Officers Council (SIOC) Awards in Sacramento. Bach was recognized by her peers for outstanding achievement in public information service to her department. In particular, she has assisted news media outlets with coverage of programs serving women incarcerated in State prisons and has drawn attention to the plight of pregnant inmates, promoting programs that allow children to visit their incarcerated mothers. One of eight PIOs at CDCR (who cumulatively handle nearly 400 media calls a month), Bach also played a key role in organizing the governor’s recent “High Risk Sex Offender Housing Summit” that was attended by more than 400 law enforcement and elected officials.

[The SiOC winners for outstanding achievement in government communications for 2007 are:](#)

#### **1. WRITING**

##### **Gold Award**

Lorna Bernard, Patrick Foy, Debra Hamilton, Ann Hennessey, Steve Martarano, Alexia Retallack, Troy Swauger, Carrie Wilson

**California Department of Fish and Game**

“On Being a Fish and Game Warden”

##### **Silver Award**

Ricardo Villanueva

**California Department of Consumer Affairs**

“Looks to Die For? Cosmetic Surgery Risks”

## **2. REPORTS**

### **Gold Award**

Media & Public Communications Office

**California Energy Commission**

“Our Changing Climate”

### **Silver Award**

**CalPERS**

Office of Public Affairs

“CalPERS Comprehensive Annual Financial Report”

### **Silver Award**

Steve Cuckovich

**California Franchise Tax Board**

“Tax Gap Strategic Plan”

## **3. PUBLICATIONS**

### **3A. Newsletter**

#### **Gold Award**

Sheryl Watson, Roy Stearns, John Arnold, Carol Cullens

**California Department of Parks and Recreation**

“News and Views: Spring 2006”

#### **Silver Award**

**CalPERS**

Office of Public Affairs

“InCalPERS Employee Newsletter”

### **3B. Magazine**

#### **Gold Award**

Rose Avila

**California Department of Consumer Affairs**

“Consumer Connection”

#### **Silver Award**

Frank J. Soto III

**California Franchise Tax Board**

“Prospects”

### **3C. Brochure/Pamphlet**

#### **Gold Award**

Rose Avila

**California Department of Consumer Affairs**

“Cyber Safety Summit”

#### **Silver Award**

**California Integrated Waste Management Board**

“Green Roads”

#### **Silver Award**

Daniel Berlant, Alisha Herring, Lisa Boyd, Xiaojun Li

**California Department of Forestry and Fire Protection**

“Make Your Home FIRE SAFE”

## **4. AUDIO-VISUAL**

### **4A. Video**

#### **Silver Award**

Jeff Page, Jonni Fenner, Lois Vasquez

Community Outreach and Marketing Unit

**California Highway Patrol**

“Right Turn Television PSA’s”

#### **Silver Award**

Communications Services Bureau

**Franchise Tax Board**

“A Tour of FTB”

#### **Silver Award**

Todd Spencer, Producer/Director

**California Department of Corrections and Rehabilitation**

“California Out-of-State Correctional Facility Program: A New Opportunity”

### **4C. Audio PSA**

#### **Silver Award**

**California Department of Transportation - Caltrans**

“Teen 30-Second Radio Spot - Slow for the Cone Zone”

## **5. GRAPHICS**

### **5A. Infographics - Technical Illustration**

#### **Gold Award**

Renato Consolini, John Peterson, Laurena Cabanero  
**California Department of Parks and Recreation**  
“Rumors of Great Disaster”

### **5D. Photography**

#### **Silver Award**

Steve Martarano  
**California Department of Fish and Game**  
“Live Pike Transport”

## **6. SPECIAL PROJECTS**

### **6A. Posters**

#### **Gold Award**

**California Integrated Waste Management Board**  
“Tire Sustainability Campaign”

#### **Silver Award**

Sharon Rabang  
**California Franchise Tax Board**  
“Disability Awareness”

### **6B. Promotional Device**

#### **Gold Award**

Daniel Berlant, Alisha Herring, Lisa Boyd, Cordi McDaniel  
**California Department of Forestry and Fire Protection**  
“3-D Defensible Space Lenticular Magnet”

#### **Silver Award**

**California Integrated Waste Management Board**  
“Green Roads Product Box”

## **6. SPECIAL PROJECTS (continued)**

### **6C. Calendar**

#### **Gold Award**

Claudia Chandler, Jacque Gilbreath, Harriet Kallemeyn  
**California Energy Commission**  
“2007 Energy Calendar”

### **6D. Slogan**

#### **Gold Award**

**California Department of Transportation**  
“We’re Here to Get You There”

## **7. MEDIA RELATIONS**

#### **Gold Award**

**California Office of Traffic Safety**  
“2006 Holiday DUI Enforcement Campaign”

#### **Silver Award**

**California Integrated Waste Management Board**  
“E-Recycle Consumer Education Program”

## **8. WEB SITES**

#### **Gold Award**

**California Department of Transportation - Caltrans**  
“Teen Web Site – Slow for the Cone Zone Campaign”

#### **Gold Award**

**CalPERS**  
“CalPERS Online Home Page Redesign”

#### **Silver Award**

Web Team and Media & Public Communications Office  
**California Energy Commission**  
“Go Solar California!”

## **9. BEST BANG FOR YOUR BUCK**

### **Gold Award**

**California Department of Transportation - Caltrans**  
“Spin The Wheel”

### **Silver Award**

Rose Avila  
**California Department of Consumer Affairs**  
“Board Member Appreciation Day Invitation”